

## Message Text

UNCLASSIFIED

PAGE 01 MADRID 01673 111700Z

70

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

----- 125402

R 111640Z MAR 75

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 1269

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

AMCONSUL SEVILLA

UNCLAS MADRID 1673

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: COMMERCIAL PROGRAM: IN STORE PROMOTION: GALERIAS PRECIADOS,

S.A. (GP)

1. GP BUYING OFFICE REPORTS THAT FIRST WEEK (MARCH 1-8) SALES OF US MERCHANDISE AT 14 STORES THROUGHOUT SPAIN TOTALLED 50 MILLION PESETAS (APPROX. \$890,000). DEPARTMENT STORE CHAIN ATTRIBUTES EXCELLENT PUBLIC RESPONSE THIS ISP TO GOOD US PRICES. EMBASSY FOR ITS PART IS IMPRESSED WITH PROMOTIONAL EFFORTS THROUGH TV, RADIO, PRESS, BILLBOARDS, MAGAZINES, ETC.

2. USIS EFFORTS IN OBTAINING MOON ROCK, POSTER MATERIALS, STATE FLAGS, AND PERFORMANCES BY USAF BAND WERE MOST EFFECTIVE IN REINFORCING US ASPECTS OF ISP.

3. GP DIRECTOR OF BUYING AND SALES PROMOTION OFFICE STATES THAT TOTAL GP PURCHASES FROM US FOR THIS PROMOTION WERE CLOSE TO \$2.5 MILLION.

STABLER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 11 MAR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975MADRID01673  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750085-0666  
**From:** MADRID  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1975/newtext/t19750363/aaaaceie.tel  
**Line Count:** 47  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 1  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** woolflhd  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 17 SEP 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <17 SEP 2003 by SilvaL0>; APPROVED <02 JAN 2004 by woolflhd>  
**Review Markings:**

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Declassified/Released  
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EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COMMERCIAL PROGRAM: IN STORE PROMOTION: GALERIAS PRECIADOS, S.A. (GP)  
**TAGS:** BEXP, SP  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006